

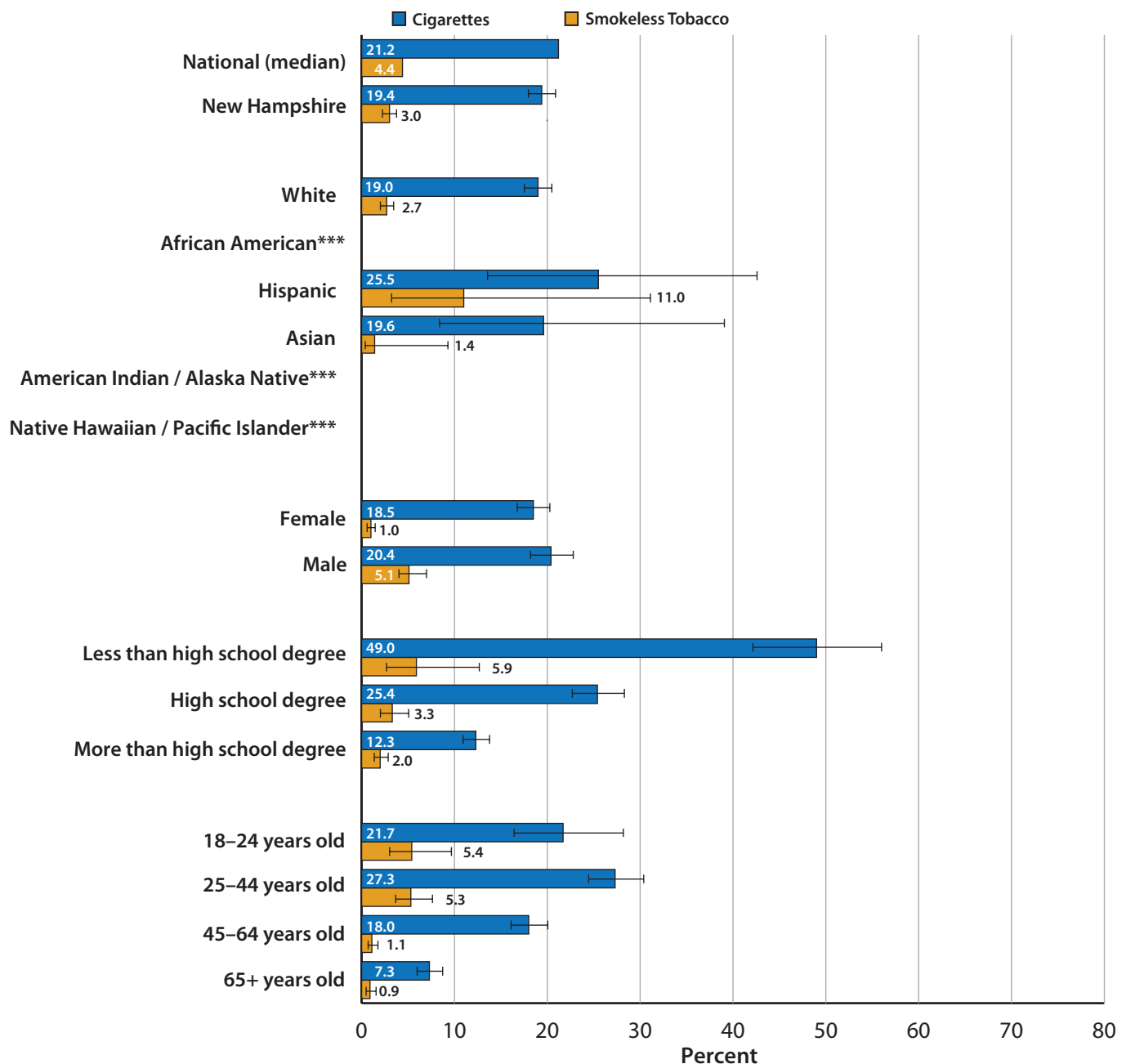
Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In New Hampshire, the percentage of adults (ages 18+) who currently smoke cigarettes was 19.4% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. New Hampshire ranked 17th among the states.

The percentage of adults who currently use smokeless tobacco was 3.0% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. New Hampshire ranked 14th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



*** Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

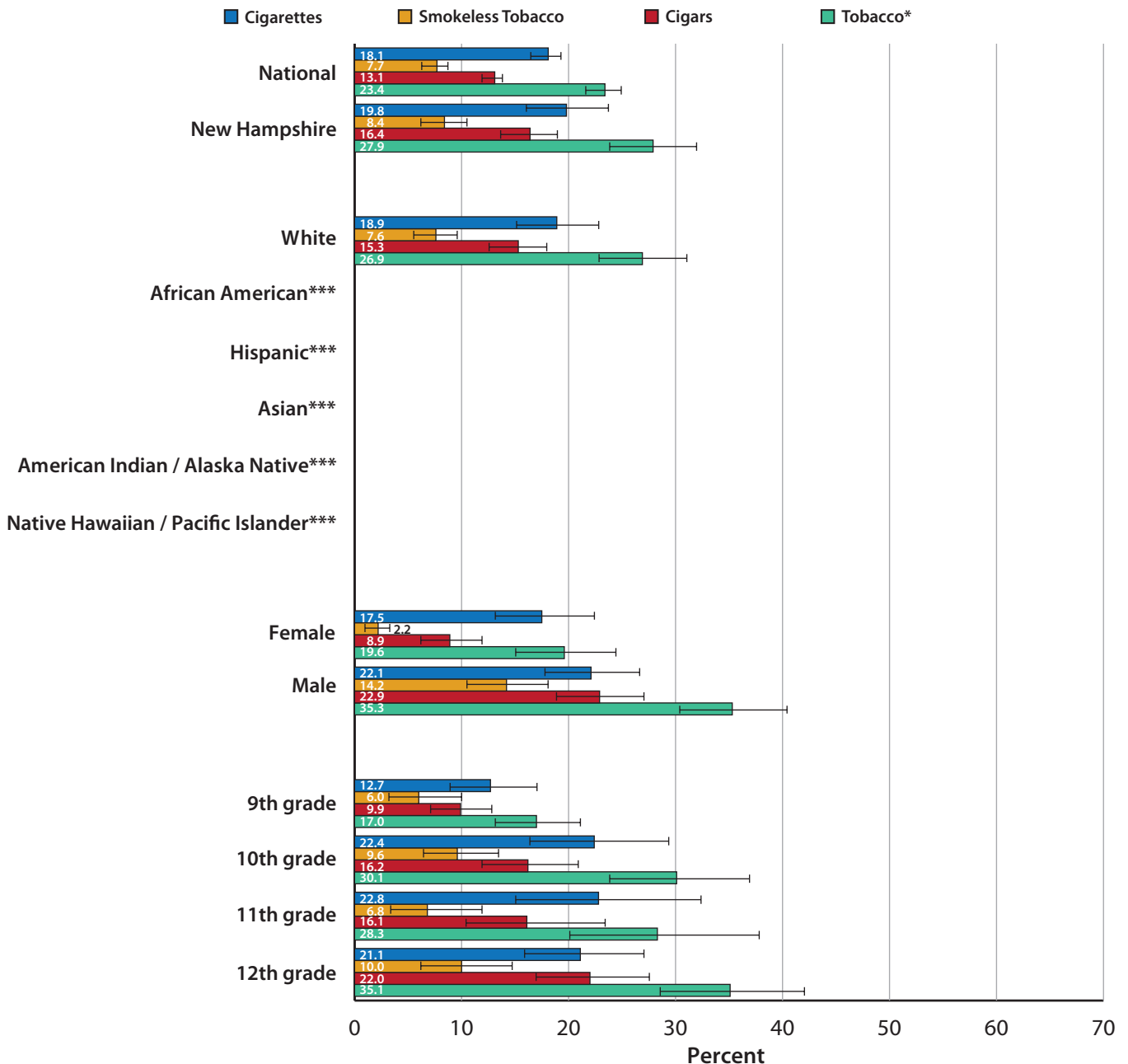
In New Hampshire, the percentage of youth in grades 9-12 who currently smoke cigarettes was 19.8% in 2011. The range across 44 states was 5.9% to 24.1%. New Hampshire ranked 35th among 44 states.

The percentage of youth who currently use smokeless tobacco was 8.4% in 2011. The range across 40 states was 3.5% to 16.9%. New Hampshire ranked 19th among 40 states.

The percentage of youth who currently smoke cigars was 16.4% in 2011. The range across 37 states was 5.0% to 18.3%. New Hampshire ranked 32nd among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 27.9% in 2011. The range across 36 states was 7.8% to 31.9%. New Hampshire ranked 27th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

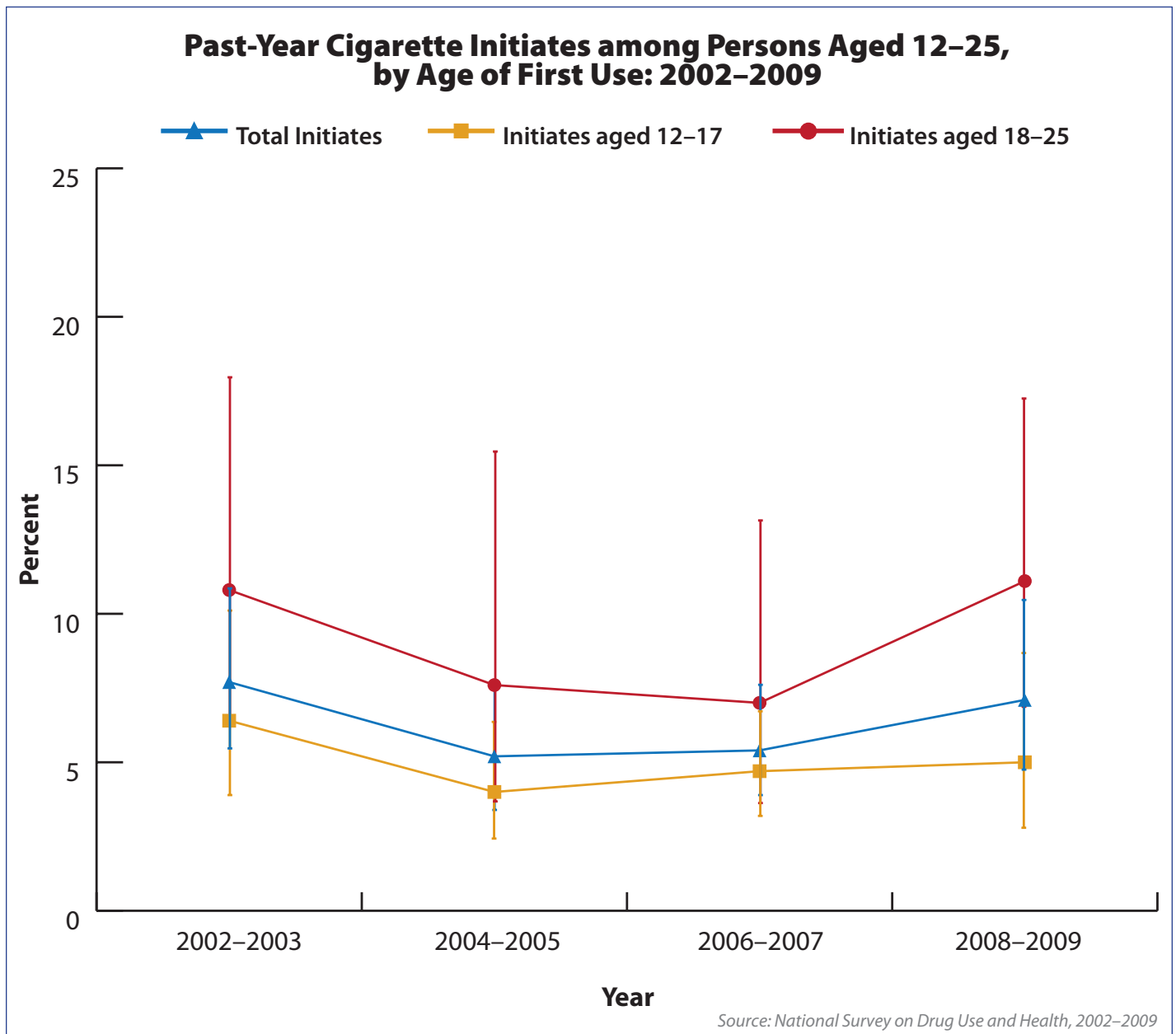
Source: Youth Risk Behavior Survey, 2011

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Past-Year Cigarette Initiation

In 2008-2009, of all New Hampshire youth ages 12-17 who had never smoked, 5.0% smoked a cigarette for the first time in the past year. This ranked 8th in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 11.1% smoked a cigarette for the first time in 2008-2009. This ranked 44th in the nation, with a range of 4.2%–14.7% among the states.



Protect

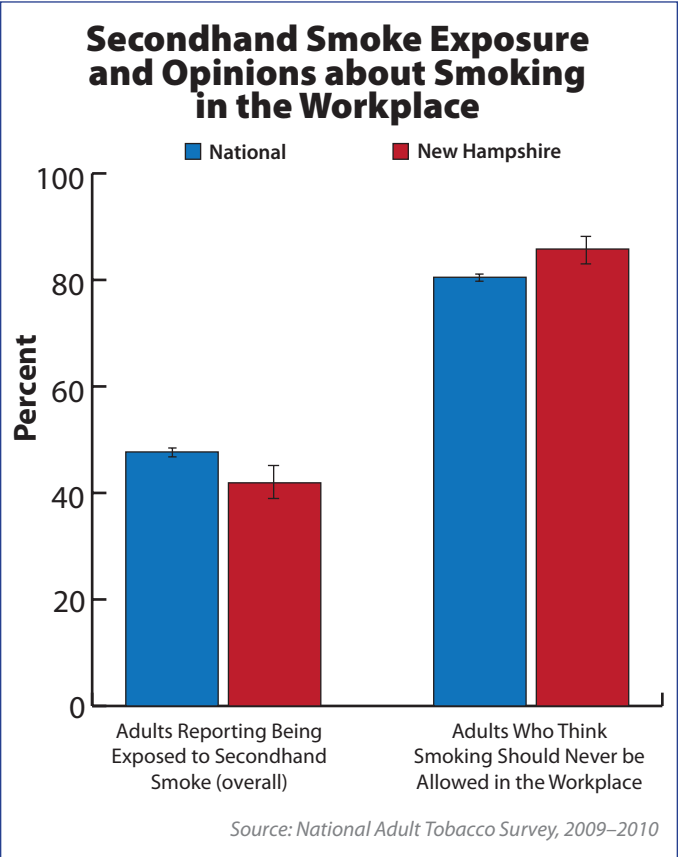
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in New Hampshire than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in New Hampshire was 41.9%, ranking 9th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of New Hampshire adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke				
Overall	Workplaces	Homes	Vehicles	Public Places
41.9%	18.2%	9.6%	14.6%	26.9%

Source: National Adult Tobacco Survey, 2009–2010

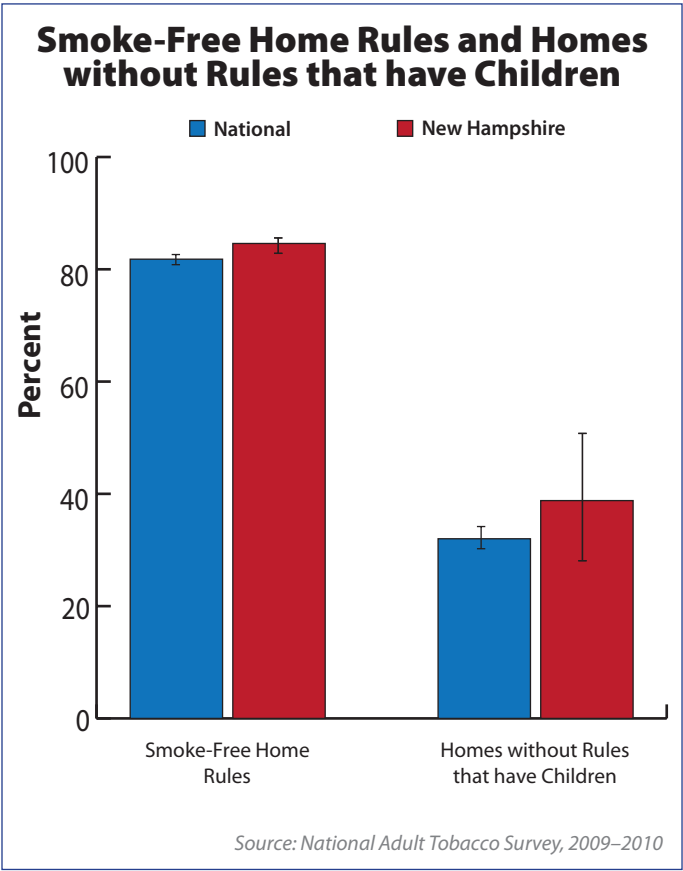


Opinions about Smoking in the Workplace

In 2009-2010, 85.8% of adults in New Hampshire thought that smoking should never be allowed in indoor workplaces, ranking 4th among the states.

Smoke-Free Home Rules

In 2009-2010, 84.6% of adults in New Hampshire reported that their homes had smoke-free home rules, ranking 13th among the states. The percentage of homes without smoke-free home rules with children living in them was 38.8%, ranking 49th among the states.







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State Smoke-Free Policy

As of June 30, 2012, New Hampshire had a smoke-free law that prohibits smoking in indoor areas of restaurants, but not workplaces or bars. The state law did not allow local communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
			
No*	Yes	No†	No ^a

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

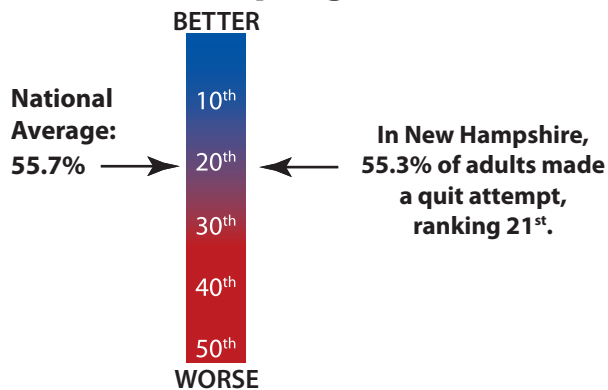
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 55.3% of New Hampshire adult smokers made a quit attempt in the past year, ranking 21st among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the New Hampshire quitline received 906 calls, and 175 tobacco users (an estimated 0.1% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications





In 2010, New Hampshire's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. New Hampshire provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and full coverage for individual counseling (i.e., partial group coverage).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
			
Yes	Yes	Yes	Yes

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

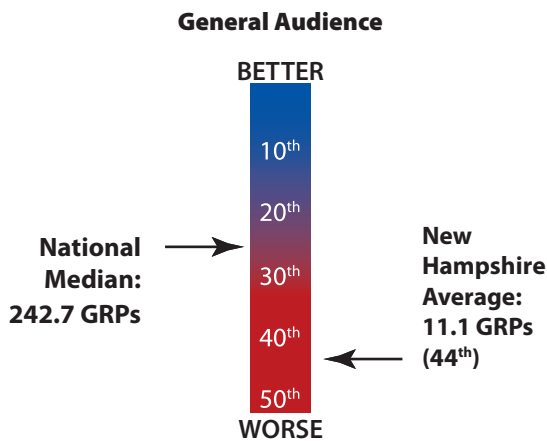
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Warn

Tobacco Counter-Marketing Media Intensity

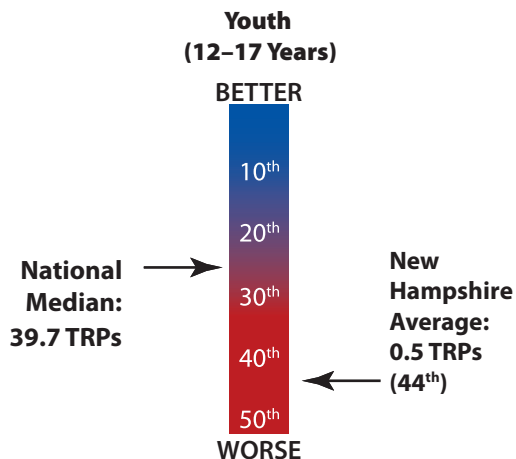
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. New Hampshire had an average of 11.1 general audience GRPs and 0.5 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

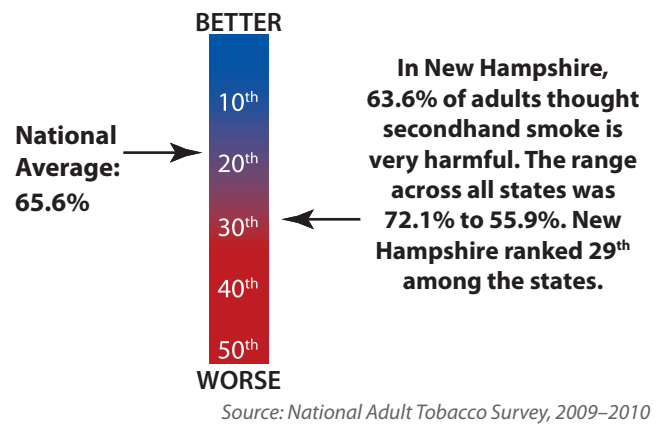


Source: CDC/OSH

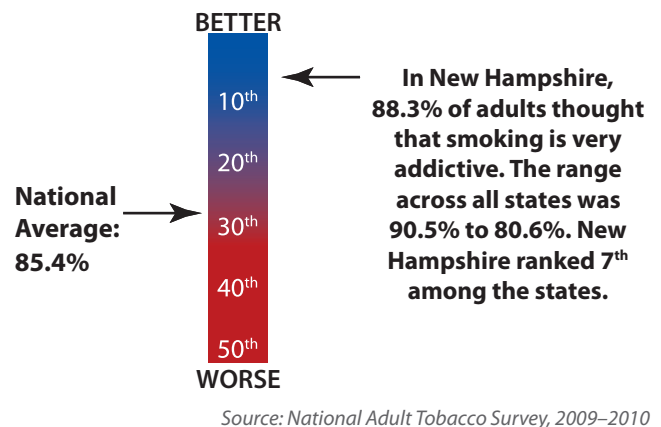
Knowledge of the Dangers of Tobacco

In New Hampshire, 63.6% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 88.3% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking




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Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, New Hampshire allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws





Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, New Hampshire required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$6.00	 Yes ^a	 Yes ^b	 Yes

^a Annually

^b Misdemeanor: Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

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Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in New Hampshire was \$1.68 per pack, ranking 19th among the states. The tax on cigars was 48% of the wholesale sales price per cigar, and for little cigars the tax was \$1.68 per pack of 20. The tax on smokeless tobacco was 48% of the wholesale sales price.

Price Paid for Last Cigarettes Purchased

In New Hampshire, 71.8% of adult smokers bought their last cigarettes by the pack, and 28.2% bought them by the carton in 2009-2010. The average price that New Hampshire smokers reported paying for their last pack of cigarettes was \$5.96 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that New Hampshire smokers reported paying for their last carton of cigarettes was \$47.35 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

